

WHAT IS CLAIMED IS:

1. A recording medium having a coating layer comprising
(A) a polyvinyl alcohol resin containing an acetoacetic ester group,
5 (B) a zirconium compound and
(C) an inorganic powder
on the surface of a substrate.
2. The recording medium of Claim 1, wherein said zirconium
10 compound (B) is a zirconium nitrate compound.
3. The recording medium of Claim 1, wherein said zirconium
compound (B) is zirconyl hydroxychloride.
- 15 4. The recording medium of Claim 1, wherein polymerization
degree of said polyvinyl alcohol resin containing an acetoacetic ester
group (A) is at least 300.
5. The recording medium of Claim 1, wherein said polyvinyl
20 alcohol resin containing an acetoacetic ester group (A) is a reactant of a
polyvinyl alcohol resin and a diketene.
6. A process for preparing a recording medium which
comprises
25 a step of preparing a coating solution comprising a polyvinyl alcohol
resin containing an acetoacetic ester group (A), a zirconium compound
(B) and an inorganic powder (C) and

a step of applying said coating solution to the surface of a substrate.

7. The process for preparing a recording medium of Claim 6,
wherein said zirconium compound (B) is a zirconium nitrate compound
5 and pH of said coating solution is at most 3.5.

8. The process for preparing a recording medium of Claim 6,
wherein said zirconium compound (B) is zirconyl hydroxychloride.

10 9. The process for preparing a recording medium of Claim 6,
wherein polymerization degree of said polyvinyl alcohol resin containing
an acetoacetic ester group (A) is at least 300.

10. The process for preparing a recording medium of Claim 7,
15 which further comprises a step of adjusting pH of said coating solution
to at most 3.5 by adding an inorganic acid (D), before said step of
applying said coating solution to the surface of a substrate.

11. The process for preparing a recording medium of Claim 6,
20 which further comprises a step of preparing polyvinyl alcohol resin
containing an acetoacetic ester group (A) by reacting a polyvinyl alcohol
resin and a diketene, before said step of preparing said coating solution.

12. An recording medium for ink jet printing having a coating
25 layer comprising
(A) a polyvinyl alcohol resin containing an acetoacetic ester group,
(B) a zirconium compound and

(C) an inorganic powder
on the surface of a substrate.